

Job Description

Title: Database Marketing Manager/Analyst
Department: Corporate Marketing/Direct Marketing
Supervisor: VP of Consumer Marketing & Research
Location: White Plains, NY
Contact Info: dmelnick@jny.com

General Description

This person will assist in the development of the direct marketing department for one of the world's largest fashion companies. They will be responsible for developing segmentations, creating targeted promotional offers, database management/improvement, and execution of new reports and metrics that evaluate department performance among other initiatives. This position provides significant exposure to all marketing and associated corporate functions.

General Responsibilities

This person will manage or share the management of the following areas:

- Development of targeted promotional offers for postal and e-mail campaigns
- Development of test initiatives to optimize promotional performance
- Development of customer segmentation models
- Execution of monthly promotional analyses and communication of recommendations for improvement
- Development of innovative analytical approaches to reporting for the department and related departments
- Coordination of campaigns with production, retail marketing, creative services
- Conduct maintenance of database to ensure integrity of customer information

Analytical Requirements

- An applied understanding of data mining, analysis, modeling processes/theory
- Strong data interpretation/communication ability
- Strong conceptual/creative thinker

General Business Abilities

- Prior CRM management/analysis experience (in retail/wholesale, fashion, marketing a plus)
- Strong attention to detail
- Ability to handle multiple tasks and prioritize a changing workload
- Strong written and verbal communication skills – ability to summarize complex findings clearly and concisely

Computer Program Requirements

- Advanced applied understanding of Microsoft Excel
- Proficient in MS Word and Powerpoint
- Experience with MS Access database software a plus
- Will be trained on company database